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December 2, 2003

Attorney Docket No.: 16744-002001

Mail Stop Patent Application

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Presented for filing is a new patent application claiming priority from a provisional patent application of:

Applicant: ROBERT BUCHANAN AND ROBIN BUCHANAN

Title: SPONSORED MEDIA CONTENT

Enclosed are the following papers, including those required to receive a filing date under 37 CFR §1.53(b):

	<u>Pages</u>
Specification	24
Claims	7
Abstract	1
Declaration	4
Drawing(s)	5

Enclosures:

- Assignment cover sheet and an assignment, 2 pages, and a separate \$40 fee.
- New disclosure information, including:
 - Information disclosure statement, 1 pages.
 - PTO-1449, 1 pages.
 - References, 8 items.
- Small entity statement. This application is entitled to small entity status.
- Postcard.

Under 35 USC §119(e)(1), this application claims the benefit of prior U.S. provisional application (to be assigned), filed December 2, 2003.

CERTIFICATE OF MAILING BY EXPRESS MAIL

Express Mail Label No. EV399289399US

December 2, 2003
Date of Deposit



Frederick P. Fish
1855-1930

W.K. Richardson
1859-1951



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Basic filing fee	\$385
Total claims in excess of 20 times \$9	\$198
Independent claims in excess of 3 times \$43	\$86
Fee for multiple dependent claims	\$0
Total filing fee:	\$669

A check for the filing fee is enclosed. Please apply any other required fees or any credits to deposit account 06-1050, referencing the attorney docket number shown above.

If this application is found to be incomplete, or if a telephone conference would otherwise be helpful, please call the undersigned at (858) 678-5070.

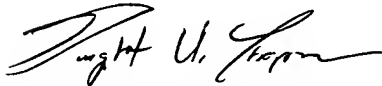
Kindly acknowledge receipt of this application by returning the enclosed postcard.

Please direct all correspondence to the following:

20985

PTO Customer Number

Respectfully submitted,



Dwight U. Thompson

Reg. No. 53,688

Enclosures

DUT/rpi

10349458.doc